

**PANOS
PARTNERSHIP PROGRAMME AGREEMENT (PPA)
ANNUAL REVIEW 2004-05
DFID RESPONSE**

1. Background

- 1.1 DFID agreed a PPA with PANOS in June 2004. The purpose of the partnership is to provide support for the Panos Institute in pursuit of its strategic objectives around five themes:
- More inclusive public debate
 - Improved communication channels
 - Policy dialogue
 - Capacity building
 - HIV and AIDS
- 1.2 The Annual Report produced by PANOS provides an overview of the progress PANOS made towards meeting the outcomes of the PPA during 2005-06.
- 1.3 To date, the PPA has been successful. DFID support has facilitated the further expansion and strengthening of the PANOS network, which now includes eight independent institutions with 17 offices. New country offices have opened in Jamaica, Pakistan, Sri Lanka and Sudan. 2005 also saw the launch of PANOS' first ever global programme, covering HIV and AIDS.
- 1.4 All areas of activity are progressing well, and work to evaluate some core activities continues. It will be important to ensure that DFID is kept informed of the impact and outcomes of PANOS' work, particularly given the emphasis in the new White Paper on media sector development. There is a window of opportunity for PANOS to influence how DFID approaches this issue. The use of case studies should form an important part of this (a number of case studies are identified below as being of particular interest.)
- 1.5 It is worth mentioning that PANOS has made significant progress in harmonising its relations with its donors. Although not captured in this PPA report (because this work has taken place in a different reporting period), this is welcomed by DFID, and we aim to support this as required.

2. Public debate

Strategic outcome in the PPA

To enable PANOS to generate a more intensive and inclusive public debate.

Progress

- 2.1 PANOS' multi-pronged approach to this area of work is clearly bearing fruit. Through fellowships, sponsorship, and by working with the media to integrate the voices of the marginalised in their coverage of key issues, they have achieved a great deal.
- 2.2 A notable success has been PANOS' work on reporting on the G8, in which they brought the perspectives of several African journalists to the Northern media, including the Guardian, the BBC online, London's *Metro*, and the BBC's *Newsnight*. This work was particularly important because of the 2000 journalists attending the summit, only 20 were from Africa, and of these, seven were supported by PANOS fellowships.
- 2.3 PANOS has also supported a number of successful in-county debates on environmental issues – using media briefings, radio programmes, and print stories– to influence policy and bring issues that affect marginalised people into the public domain. For example, in Nepal, a PANOS-partnered project aims to influence the authorities' behaviour towards industries causing environmental destruction.
- 2.4 There are a number of notable activities undertaken by PANOS which promote the voices of marginalised women in public debate, for example with Dalit women in India (raising issues around reproductive health and rights), and the CSO DONGO-WOMEN (promoting income generating activities). These are of particular interest to DFID, and DFID India in particular has asked for more information on this work.

3. Improved communication channels

Strategic outcomes in the PPA

The creation of communication channels so that people living in poverty can both communicate their perspectives in public and private policy debate, and have their voices heard

Progress

- 3.1 PANOS employs a number of approaches to this area of work, including Oral testimony, multi-stakeholder meetings, and radio listening clubs. All of these are designed to act as channels for people living in poverty to communicate their perspectives in public and private policy debate, and have their voices heard.
- 3.2 PANOS support for radio listening and production clubs, oral testimonies and stakeholder meetings has clearly stimulated in-country policy debate in a number of areas, including on PRSPs in Mozambique, Kenya, Zambia, Ghana, Bangladesh and Pakistan. However, it is not clear from the report what the impact of these debates were on the PRSP process. More information on this would be useful.
- 3.3 It would also be useful to have more information on the impact of PANOS' support to oral testimony projects such as 'Mountain Lives', when available (a report is due in 2006.)
- 3.4 The impact of radio listening clubs in Malawi and Zambia is extremely interesting to DFID, and every effort should be made to ensure that DFID advisers in-country are kept informed. PANOS state that the listening clubs have contributed to the expansion of roads, improvement of government and NGO services, and improved gender relations within the household, for example. A report is due in 2006, and should be made widely available to DFID adviser in-country.

4. Policy dialogue

Strategic outcome in the PPA

To enable PANOS to engage in policy dialogue with international organisations on promoting media pluralism.

Progress

- 4.1 PANOS' work to promote policy debate and joint working on media and communication issues seems to be going well. PANOS employ a number of approaches, including the use of face-to-face networking, workshops and participation in international fora.
- 4.2 PANOS is particularly strong in it's analysis of current issues, and in it's ability to bring together a range of perspectives within a report, publication, or presentation. An example of this is PANOS' survey of media engagement on climate change, launched at the Montreal Climate Change conference.
- 4.3 PANOS also has strong international influence. For example its lobbying within the EU contributed to the adoption of a charter on broadcasting for Africa.
- 4.4 In addition, their work at the national level aimed at influencing policy is impressive. For example, their work with the Association on community radio in Cote D'Ivoire has resulted in greater recognition for community radio within the current media law, and an improved channel of communication between the Association and the relevant minister.
- 4.5 Information about the impact of this work is extremely useful to DFID, and will continue to be so, particularly in the light of the 2006 White paper.

5. Capacity building

Strategic outcome in the PPA

To enable PANOS to build the capacity building of media and other communication actors

Progress

- 5.1. PANOS has undertaken a wide range of activities to build the capacity of the media and other communication actors, including theme-specific workshops, seminars, briefing, editorial support, and bringing a number of journalists to international policy events.
- 5.2. PANOS has set up Radio support hubs in the Democratic Republic of Congo, which provide a number of services including training, equipment purchases and maintenance support. They also provide internet access, and have promoted the greater circulation of information within and among the regions of the DRC. This project would make an excellent case study to promote the work of PANOS within (and beyond DFID).
- 5.3. The case study provided in the report is compelling, and could be of use to DFID's ICD team or the civil society team, particularly in 'selling' the value of media capacity building to our country offices. PANOS is also urged to ensure that the relevant DFID offices (India, Pakistan, and Nepal) are informed about this important work.

6. HIV and AIDS

Strategic outcome in the PPA

To enable PANOS to promote partnership, ownership and accountability within the response to HIV and AIDS.

Progress

- 6.1. PANOS continues to make good progress in this area. It has provided in-country media support, including training on how to report of HIV and AIDS, for journalists in Southern Africa and the Caribbean.

- 6.2. Its work in Uganda, following the suspension of the Global Fund grant was particularly interesting, not least because PANOS was able to convene a public debate which brought together key stakeholders to discuss what had happened. With support from PANOS, journalists wrote extensively on the subject. The resulting coverage of the suspension led to the setting up of an enquiry.
- 6.3. PANOS work on reviewing government commitments to HIV and AIDS has been impressive. They have convened a number of CSOs to work with them to monitor progress against the UNGASS commitments in 7 countries. DFID would like more information about the impact this has had on national policy and spend (the example given of how this work has impacted on national reporting in Latvia, Malawi and Sri Lanka is extremely interesting.)

7. Monitoring and evaluation

- 7.1 PANOS continues to work on building its own capacity to monitor and evaluate its activities. This is a complex task given the nature of the PANOS network.
- 7.2 Activities have included a review of radio listening clubs in Southern Africa, an impact evaluation of community radio and the Poverty Reduction Strategy in Benin, as well as an evaluation of support for media regulatory bodies in Rwanda and Burundi.
- 7.3 As has been mentioned, the focus of the new White Paper on the role of the media in development provides a unique opportunity to influence how DFID approaches this issue. It is important for PANOS to promote their work (and its impact) to DFID through case studies, in a way that highlights what DFID can practically achieve through support to the media.